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Recruiting 83

THE COLLEGE PLACEMENT COUNCIL, INC.
62 Highland Ave.
Bethlehem, PA 18017

Economy's Effect on 1982-83 Recruiting Still Unknown

Whether at a social gathering or a business meeting, the economy and its recovery are a frequent topic of discussion. In particular, career planning, placement, and recruitment professionals are wondering about the economy's effect on the 1982-83 recruiting season. Will college recruiting activity limp along with the economy, or are there signs of a sustained recovery?

At this early reading, there seem to be both positive and negative indications.

An historical review of the cyclical nature of college recruitment can be the source of some optimism. In the past, downturns have been followed by dramatic reversals. In fact, employer comments in the May 1975 issue of CPC's newsletter UPDATE are echoed by this year's respondents to RECRUITING 83.

In 1975, employers said that recruiting was curtailed "because of an available supply of experienced individuals and recent graduates, combined with reduced turnover and internal reallocation of personnel. Despite all of these factors and the poor economic climate, top students ... were expected to continue in a strong competitive position. But, for the majority of graduates, supply was seen as exceeding demand unless the economy improves substantially." It is a matter of record that the economy pulled out of the mid-70s tailspin and college recruitment went on to hit record levels of activity.

Data for RECRUITING 83, while not overly optimistic on the surface, should be evaluated with the timing in mind. Questionnaires were completed by employers in August and September amid mixed signals about the economy, media coverage of record-high unemployment, and corporate belt-tightening efforts. Additionally, many responding employers were sensitive to their optimistic projections a year ago in RECRUITING 82. For many employers these projections did not materialize, and they appeared to be especially cautious in estimating their 1982-83 needs.

Therefore, it should not be surprising that many employers indicated that demand will be down in 1983. That downturn, however, is being measured against the recent series of record high recruiting years which, in many cases, outpaced the boom years of the 1960s.

A positive sign is the growing optimism among employers that economic conditions for their organizations will improve in the months ahead. While 31 percent forecast an improvement in the second half of 1982, 54 percent expected better economic conditions in the first half of 1983. An additional 32 percent saw the first half of 1983 unchanged. Only 6 percent anticipated a decline, and 8 percent were uncertain.

This contrasted with their outlook for the final half of 1982: 31 percent improved conditions, 38 percent stable, 29 percent deterioration, and 3 percent uncertain.

For the first time since 1975, a decrease was reported in the number of engineering graduates expected to be hired this year, compared with the previous year. A drop of 12 percent was reported at the bachelor's level, which indicates that engineers will face a more competitive market, and may receive fewer offers than students who graduated in recent years.

As one respondent put it, "The outlook for engineers should be good but down somewhat from 1981-82." Another comment that seemed to sum up the opinions of numerous employers was, "December graduates will have a rough time, but May graduates could see the market improve." Most, however, added the caveat that much depends on the economy.

More about the study on page 8.

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NUMBER OF HIRES AND PERCENTAGE CHANGE BY CURRICULAR GROUPINGS AND DEGREE LEVELS

Table 1

October 1982

	BACHELOR'S			MASTER'S			DOCTORAL			CURRICULUM TOTAL		
	No. Hires 1982-83[1]	No. Hires 1981-82[2]	Percent Change	No. Hires 1982-83	No. Hires 1981-82	Percent Change	No. Hires 1982-83	No. Hires 1981-82	Percent Change	No. Hires 1982-83	No. Hires 1981-82	Percent Change
ENGINEERING (incl. engineering technologies)	15,534 (327)	17,724 (341)	−12%	1,907 (141)	1,877 (160)	+ 2%	484 (75)	385 (75)	+26%	17,925	19,986	−10%
SCIENCE, MATH, & OTHER TECHNICAL (incl. computer science, chemistry, physics, etc.)	7,330 (287)	7,107 (279)	+ 3	1,659 (126)	1,563 (132)	+ 6	844 (75)	701 (85)	+20	9,833	9,371	+ 5
BUSINESS (incl. accounting, marketing, business management, finance, etc.)	17,778 (338)	18,582 (351)	− 4	4,439 (183)	4,504 (199)	− 1	54 (9)	65 (16)	*	22,281	23,151	− 4
OTHER NON-TECHNICAL (incl. liberal arts, humanities, social sciences, home economics, etc.)	3,147 (164)	3,461 (193)	− 9	249 (41)	289 (51)	−14	37 (12)	68 (28)	*	3,433	3,818	−10
DEGREE TOTAL	43,789	46,874	− 7	8,254	8,233	0	1,429	1,219	+17	53,472	56,326	− 5

[1] Actual and anticipated hires.
[2] Actual hires.
( ) Figures in parentheses are number of employers reporting hires in that category. A difference between any two years results when employers indicate they did not hire in that category for one of the two years.
* Percentage not meaningful because of small volume.
† Final totals represent data reported by 464 employers.

Table 2

NUMBER OF HIRES BY CURRICULAR GROUP AND TYPE OF EMPLOYER

October 1982

Type of Employer	1982-83 Hires Bachelor's	Master's	Doctoral	1982-83 Total	1981-82 Total	Percent Change
BUSINESS						
Accounting-Public						
Engineering	50	30		80	80	*
Science, Math, & Other Technical	160	235		395	350	+13%
Business	7,634	2,018	5	9,657	9,628	0
Other Non-Technical		50		50	50	*
TOTAL	7,844	2,333	5	10,182	10,108	+ 1
Banking, Finance, & Insurance						
Engineering	42	1		43	43	*
Science, Math, & Other Technical	632	66		698	591	+18
Business	1,628	573		2,201	2,053	+ 7
Other Non-Technical	660	35	2	697	617	+13
TOTAL	2,962	675	2	3,639	3,304	+10
Merchandising & Services						
Engineering	40	15		55	62	*
Science, Math, & Other Technical	333	68		401	299	+34
Business	2,575	222	25	2,822	2,859	- 1
Other Non-Technical	837	40		877	898	- 2
TOTAL	3,785	345	25	4,155	4,118	+ 1
MANUFACTURING/INDUSTRIAL						
Aerospace, Electronics, & Instruments						
Engineering	5,792	836	138	6,766	6,721	+ 1
Science, Math, & Other Technical	2,609	522	129	3,260	2,943	+11
Business	1,506	479	16	2,001	1,736	+15
Other Non-Technical	196	44	6	246	388	-37
TOTAL	10,103	1,881	289	12,273	11,788	+ 4
Automotive & Mechanical Equipment						
Engineering	1,355	151	3	1,509	1,888	-20
Science, Math, & Other Technical	288	32		320	340	- 6
Business	528	199		727	1,013	-28
Other Non-Technical	128		1	129	66	*
TOTAL	2,299	382	4	2,685	3,307	-19

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Continued

TABLE 2 CONTINUED

Type of Employer	1982-83 Hires Bachelor's	Master's	Doctoral	1982-83 Total	1981-82 Total	Percent Change
Building Materials Mfrs. & Construction						
Engineering	338	4	1	343	403	-15%
Science, Math, & Other Technical	16		1	17	17	*
Business	103	5		108	110	*
Other Non-Technical	15			15	23	*
TOTAL	472	9	2	483	553	-13
Chemicals, Drugs, & Allied Products						
Engineering	1,532	163	94	1,789	2,229	-20
Science, Math, & Other Technical	876	162	445	1,483	1,309	+13
Business	667	274	6	947	1,152	-18
Other Non-Technical	214		9	223	260	-14
TOTAL	3,289	599	554	4,442	4,950	-10
Electrical Machinery & Equipment						
Engineering	1,852	194	60	2,106	1,997	+ 5
Science, Math, & Other Technical	404	98	50	552	472	+17
Business	920	103	2	1,025	1,503	-32
Other Non-Technical	39	6	3	48	229	*
TOTAL	3,215	401	115	3,731	4,201	-11
Food & Beverage Processing						
Engineering	111	6		117	112	+ 4
Science, Math, & Other Technical	69	17	10	96	92	*
Business	186	86		272	296	- 8
Other Non-Technical	128	9		137	109	*
TOTAL	494	118	10	622	609	+ 2
Glass, Paper, Packaging, & Allied Products						
Engineering	313	49	17	379	319	+19
Science, Math, & Other Technical	87	33	21	141	61	*
Business	188	43		231	162	*
Other Non-Technical	37	11	2	50	33	*
TOTAL	625	136	40	801	575	+39
Metals & Metal Products						
Engineering	645	53	27	725	973	-25
Science, Math, & Other Technical	142	11	6	159	159	*
Business	139	34		173	264	*
Other Non-Technical	46	6	3	55	82	*
TOTAL	972	104	36	1,112	1,478	-25

Continued

TABLE 2 CONTINUED

Type of Employer	1982-83 Hires Bachelor's	Master's	Doctoral	1982-83 Total	1981-82 Total	Percent Change
Petroleum & Allied Products (incl. Nat. Gas)						
Engineering	1,207	164	54	1,425	2,425	-41%
Science, Math, & Other Technical	655	233	107	995	1,320	-25
Business	534	117	5	656	971	-32
Other Non-Technical	34	6	2	42	203	*
TOTAL	2,430	520	168	3,118	4,919	-37
Research &/or Consulting Organizations						
Engineering	220	127	68	415	365	+14
Science, Math, & Other Technical	117	108	61	286	410	-30
Business	33	45	5	83	69	*
Other Non-Technical	23	15	7	45	38	*
TOTAL	393	295	141	829	882	- 6
Tire & Rubber						
Engineering	68		6	74	65	*
Science, Math, & Other Technical	33		3	36	32	*
Business	12	6		18	17	*
Other Non-Technical	4			4	3	*
TOTAL	117	6	9	132	117	*
Utilities-Public (incl. Transportation)						
Engineering	1,610	76	6	1,692	1,846	- 8
Science, Math, & Other Technical	585	48		633	745	-15
Business	857	200		1,057	1,173	-10
Other Non-Technical	200	22		222	281	-21
TOTAL	3,252	346	6	3,604	4,045	-11
OTHER BUSINESS & INDUSTRY						
Engineering	310	24	4	338	400	-16
Science, Math, & Other Technical	167	10		177	71	*
Business	260	32		292	135	*
Other Non-Technical	107	5		112	39	*
TOTAL	844	71	4	919	645	+42
NON-PROFIT & EDUCATIONAL INSTITUTIONS						
Engineering	49	14	6	69	58	*
Science, Math, & Other Technical	157	16	11	184	160	*
Business	8	3		11	10	*
Other Non-Technical	479		2	481	499	- 4
TOTAL	693	33	19	745	727	+ 2

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

NUMBER OF HIRES AND NUMBER OF INTERVIEW SCHEDULES AND CAMPUSES SCHEDULED FOR RECRUITING VISITS

Table 3
October 1982

Type of Employer	No. of Employers	NUMBER OF HIRES			NUMBER OF INTERVIEW SCHEDULES†			NUMBER OF CAMPUSES SCHEDULED FOR RECRUITING VISITS		
		No. Hires 1982-83[1]	No. Hires 1981-82[2]	Percent Change	No. of Schedules 1982-83[3]	No. of Schedules 1981-82[4]	Percent Change	No. of Campuses 1982-83	No. of Campuses 1981-82	Percent Change
BUSINESS										
Accounting-Public	13	10,182	10,108	+ 1%	11,184	11,456	- 2%	3,083	3,128	- 1%
Banking, Finance, & Insurance	52	3,639	3,304	+10	3,125	3,163	- 1	1,428	1,455	- 2
Merchandising & Services	41	4,155	4,118	+ 1	3,528	3,879	- 9	1,471	1,588	- 7
MANUFACTURING/INDUSTRIAL										
Aerospace, Electronics, & Instruments	56	12,273	11,788	+ 4	12,853	13,848	- 7	3,168	3,457	- 8
Automotive & Mechanical Equipment	21	2,685	3,307	-19	1,592	2,331	-32	563	804	-30
Building Materials Mfrs. & Construction	14	483	553	-13	496	858	-42	330	494	-33
Chemicals, Drugs, & Allied Products	37	4,442	4,950	-10	6,843	9,277	-26	1,769	2,369	-25
Electrical Machinery & Equipment	11	3,731	4,201	-11	4,413	4,990	-12	876	988	-11
Food & Beverage Processing	21	622	609	+ 2	1,237	1,346	- 8	523	549	- 5
Glass, Paper, Packaging, & Allied Products	16	801	575	+39	1,360	1,807	-25	405	505	-20
Metals & Metal Products	31	1,112	1,478	-25	1,813	2,882	-37	738	1,041	-29
Petroleum & Allied Products	24	3,118	4,919	-37	4,352	13,857	-69	1,061	2,009	-47
Research &/or Consulting Organizations	29	829	882	- 6	801	889	-10	425	465	- 9
Tire & Rubber	3	132	117	*	222	354	-37	100	168	*
Utilities — Public (incl. Transportation)	71	3,604	4,045	-11	3,454	4,066	-15	1,279	1,577	-19
OTHER BUSINESS & INDUSTRY	17	919	645	+42	834	930	-10	338	379	-11
NON—PROFIT & EDUCATIONAL INSTITUTIONS	7	745	727	+ 2	630	527	+20	497	494	+ 1
TOTAL	464	53,472	56,326	- 5	58,737	76,460	-23	18,054	21,470	-16

† One interview schedule represents between eleven and fourteen individual student interviews conducted by one recruiter. Both full and partial interview schedules were counted equally.

[1] 1982-83 figures are actual and anticipated hires.

[2] 1981-82 figures are actual hires.

[3] 1982-83 figures are anticipated interview schedules.

[4] 1981-82 figures are interview schedules conducted.

* Percentage not meaningful because of small volume.

PUBLIC SECTOR: NUMBER OF HIRES AND PERCENTAGE CHANGE

Table 4

October 1982

FEDERAL GOVERNMENT	BACHELOR'S			MASTER'S		
	Fiscal Year 1983	Fiscal Year 1982	Percent Change	Fiscal Year 1983	Fiscal Year 1982	Percent Change
Engineering	2,600	2,600	0%	500	500	0%
Physical Science, Mathematics and Statistics (includes computer specialists)	650	700	– 7	175	200	– 12
Agriculture and Life Sciences	250	300	– 17	40	50	*
Business and Public Administration						
Accountants and Auditors	400	400	0	100	100	*
Internal Revenue Agents	450	450	0	10	10	*
Presidential Management Interns				200	250	– 20
Liberal Arts and Miscellaneous						
Other Professional/Administrative Positions†	2,500	2,700	– 7			
Middle Level Administrative and Staff Positions				800	900	– 11
Social Sciences	80	120	*	70	90	*
Educators	80	80	*	180	180	*
Medicine and Health	1,500	1,500	0	1,000	1,000	0
Cooperative Education Conversions (appointments of graduates to permanent jobs)	1,300	1,250	+ 4	250	200	+ 25
TOTAL	9,810	10,100	– 3	3,325	3,480	– 4

* Percentage not meaningful because of small volume.

† Hires in 1982 reflect combination of positions filled through both the Professional and Administrative Career Examination (PACE) and other non-written test alternative methods. Projected hires for 1983 reflect positions filled only through other non-written test alternative methods since PACE was abolished in August 1982.

In fiscal year 1983, the number of entry-level positions in the federal government for college graduates will remain depressed. The exception will be in the engineering field at both the bachelor's (GS-5/7) and master's (GS-9) levels. As expected under tight hiring controls, the biggest cutback will be in social sciences and general administrative trainee positions. Hiring will remain at a moderate level for the health fields because of the large number of employment facilities and variety of occupations.

Source: Data and analysis provided by the Examination Planning and Recruitment Branch, U.S. Office of Personnel Management, reflect statistics for all hiring by Federal agencies in competitive civil service positions appropriate for career entry by college graduates — not exclusively 1982-83 graduates or students recruited through on-campus interviews. The figures provided for both fiscal years are estimates since actual data were not available at the time of publication. (A fiscal year begins on October 1 and ends on September 30 the following year.)

Students with advanced engineering degrees may fare somewhat better since employers anticipated hiring more graduates at the master's and doctoral levels than a year ago.

The only bachelor's level category that reported an anticipated increase in hiring was science, math, and other technical. A 3 percent gain was forecast. And at the master's and doctoral levels, 6 percent and 20 percent increases were anticipated respectively.

The two remaining categories — business, and other non-technical — both reported decreases across the board.

By specific type of employer, a number of categories seemed to experience the effects of an unstable economy. The following categories projected decreases in employment of new college graduates over last year: 1) automotive and mechanical equipment, 2) building materials mfrs. and construction, 3) chemicals, drugs, and allied products, 4) electrical machinery and equipment, 5) metals and metal products, 6) petroleum and allied products (incl. natural gas), 7) utilities - public (incl. transportation), and 8) research and/or consulting organizations.

A substantial decline in both interview schedules and campus visits was projected. Employers commented that they were responding to a number of factors, including internal cost control measures, reduced recruitment needs, as well as decisions to be more selective and extend fewer offers for available positions.

RECRUITING 83 covers positions available in employing organizations in business, industry, government, and non-profit and educational institutions, except for teaching positions. Four broad curricular areas are surveyed at three degree levels. Tables provide summary data by curricular groupings (Table 1), detailed data by type of employer (Table 2), and summary data by type of employer for interview schedules and campuses scheduled for recruiting visits (Table 3).

The questionnaires for the current report were mailed on July 22, 1982, to 718 employers in the private sector. By the cutoff date, usable responses were received from 65 percent. Federal Government data were furnished by the Examination Planning and Recruitment Branch, U.S. Office of Personnel Management.

A NOTE ABOUT THE STUDY

RECRUITING 83, begun in 1970-71, is based on data furnished by employers. One report is issued during the year in early October.

The cooperation of the employers who responded to this survey is gratefully acknowledged by the CPC staff. Without their assistance, this current assessment of college recruitment would not have been possible.

Initial distribution of the report is made only to members of the College Placement Council, subscribers to the Salary Survey package, and to non-member employers who furnished information for the survey. Non-members can obtain this report for $10.

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